LEO BURNETT U.S.A.

At No. 4733—GREEN RIVER—Lights—JL—Reg. No. 4709—Page 4 C Band (9)(s 11)4 inches:—Notional (Office) Magazines, 198

Marlboro Lights

The spirit of Marlboro in a low tar cigarette



Naming: The Surgeon General Hen Determin

12 mg "loic" 0.8 mg recotion av. per cigarette. FTC Report Dec."

Source: https://www.industrydocuments.ucsf.edu/docs/hshr2000191